

HOW SOCIAL MEDIA IS CHANGING **THE WAY YOU COMMUNICATE AND MARKET YOUR BUSINESS**

Are you up-to-date on the newest changes in marketing?

Gone are the days where one message was pushed out to many people; today's marketing is all about conversation. Monologue (push) marketing is shifting to dialogue (pull and opt-in) marketing.

Leslie from PUNCH!media will present you a fun, informative and interactive overview of:

- What is Social Media, and how is it different than traditional marketing.
- How you can use Social Media to build buzz for your business, create, relationships and increase sales.
- What the top 5 Social Media sites are, and how to use them effectively.
- How to conquer your fears of using Social Media including what steps to take to handle a PR crisis, how to manage your time effectively and how to keep from being overwhelmed.
- Top tips on what you MUST do on Social Media and what you absolutely must NOT publish online.
- Insider tips on how to gain more followers (and increase sales!)

About Leslie Hughes

Leslie Hughes is the Principal of PUNCH!media. With over 15 years of experience showcasing brands such as Weddingbells Magazine, Fashion Magazine, Visa Canada, Novartis and Prozac.

A passionate follower of all things media related, Leslie has been involved with online marketing and sales since 1996.

Leslie is a graduate of the University of Ottawa (B.A. Psychology), and proudly has her Master's Certification in Neurolinguistic Programming (NLP).



About PUNCH!media

PUNCH!media specializes in Social Media training, strategy and solutions to help build buzz for businesses. Launched in 2009, PUNCH!media's client list includes The Children's Wish Foundation of Canada, TVO, and The Saskatchewan Pension Plan.

Other speaking engagements include guest speaking at Sheridan College, Durham College, Centennial College, Whitby Chamber of Commerce and MicroSkills and

#140 Conference presentation called "The Day My Online Behavior Changed Forever"

- 10 minute video clip visit: <http://bit.ly/owq2vn>